

Fig. 1A

101

Summary Description
OF Item

103

Shopping Cart:

103a

Work Shopping Cart ▼

Add to shopping cart

103e

OR

105

Ship to:

105a

John Doe ▼

Buy I Now
With 1-Clicksm

105e

105g

☐ Is this a Gift?

107

Wish lists:

107a

Birthday wish list ▼

Add to wish list

107e

110

Gift Cluster:

112

Mom's Birthday Present ▼

116

114

Add to gift cluster

118

109

Detailed Description
OF Item

101

103

103 a

103e

OR

105a

105e

1059

1

107 a

107 e

114

112

▼

116

✓ 120

✓ 122

✓ 124

✓ 126

5130

109

096924-102000

Item Categorization Information 140

	Item Name	Item ID	Product/ Service	Product Type	Service Type	Occasion	Gender	Age Range	Interests
140a	Book ABC	0001342	Product	Book	-	*	*	*	*
140b	Book BCD	0009287	Product	Book	-	*	*	*	Science Fiction, Mystery
140c	Book CDE	0001983	Product	Book	-	*	Male	16+	*
140d	Book DEF	9072086	Product	Book	-	Wedding	*	*	*
140e	Cake ABC	7972383	Product	Food	-	Birthday	*	5-10	*
140f	Food Product BCD	2987238	Product	Food	-	*	*	*	*
140g	Flower Arrangement ABC	0279800	Product	Flowers	-	*	*	*	*
140h	Music CD ABC	0013803	Product	Music, CD	-	*	*	*	*
140i	DVD Movie ABC	0012333	Product	Movie, DVD	-	*	*	*	*
140j	VHS Movie ABC	7813292	Product	Movie, VHS	-	*	*	*	*
140k	TV ABC	0974363	Product	Electronics	-	*	*	*	*
140l	Software ABC	3513527	Product	Software, CD	-	*	*	*	*
140m	Toy ABC	4397234	Product	Toy	-	*	*	*	*
140n	Video Game ABC	5982374	Product	Video Game	-	*	*	*	*
140o	Health Product ABC	9874933	Product	Health	-	*	*	*	*
140p	Prescription ABC	7283977	Product	Health	-	*	*	*	*
140q	Beauty Product ABC	6387924	Product	Beauty	-	*	*	*	*
140r	Art Item ABC	3941272	Product	Art	-	*	*	*	*
140s	Collectible Item ABC	9071467	Product	Collectible	-	*	*	*	*
140t	Kitchenware ABC	8913741	Product	Kitchenware	-	*	*	*	*
140u	Furniture ABC	7137783	Product	Furniture	-	*	*	*	*
140v	Home Furnishing ABC	8091203	Product	Furnishing	-	*	*	*	*
140w	Houseware ABC	8789122	Product	Houseware	-	*	*	*	*
140x	Lawn Product ABC	3293107	Product	Lawn	-	*	*	*	*
140y	Tool ABC	2283717	Product	Tool	-	*	*	*	*
140z	Automobile ABC	2002733	Product	Automobile	-	*	*	*	*
140aa	Automobile Rental ABC	2002733	Service	-	Rental	*	*	*	*
140ab	Home Cleaning Package ABC	3229073	Service	-	Cleaning	*	*	*	*
140ac	Computer ABC & Service BCD	4927349	Product, Service	Computer	Repair	*	*	*	*
140ad	Gift Certificate Amount ABC	3789239	Product	Gift Certificate	-	*	*	*	*
140ae	Gift Cluster ABC	9723078	Product	Cluster	-	*	*	*	*

Current Gift Cluster: Mom's Birthday Present

Add Selected Items To Gift Cluster

Figure 1C

2151

2153

~155

Create New Gift Clusters

Figure 1D

* Name: ~ 162

Description: ~ 164

Available To Others: ~ 166

Expiration: ~ 168

Recipient: ~ 170

Categories: ~ 172

Occasion: ~ 174

Education Level: ~ 176

Gender: ~ 178

Income Level: ~ 180

Age: ~ 182

Location: ~ 184

Interests: ~ 186

Race: ~ 188

Ethnicity: ~ 190

Religion: ~ 191

Occupation: ~ 192

Sexual Orientation: ~ 193

Gift Wrap: ~ 195

Shipping Instructions: ~ 196

Accompanying Card: ~ 197

* - Required Field

~ 160

Create New Gift Cluster As Indicated

000201-11266960

001201"44266960

My Gift Clusters 220

	Gift Cluster Name	Creator	Categories	Product/Service	Available To Others	Expiration Date	Price	Gift Cluster Item Description	Cluster or Item ID	Occasion	Gender	Age Range	Interests
220a	Mom's Birthday Present	User A	Book, Toy, Cleaning	Product, Service	Yes	-	\$150		0783412	*	Male	16+	*
220b								Book CDE	0001983	*	Male	16+	*
220c								Toy ABC	4397234	*	*	*	*
220d								Home Cleaning Package ABC	3229073	*	*	*	*
220e	Gift Cluster ABC	User A	Video Game	Product	No	12/26/XX	\$43		5635655	Christmas 2000	*	10-17	*
220f								Video Game BCD	7239472	*	*	5-17	*
220g								Video Game CDE	7239487	*	*	10-20	*

Current Recipient: Jan Smith

Change Recipient ~233

Buy Selected Gift Clusters For Recipient Now ~235

Figure 2A

Customer Categorization Information 390

	Customer Name	Customer ID	Gender	Age	Birthday	Interests	Occupation	Education Level	Income Level	Location	Race	Ethnicity	Religion	Sexual Orientation
390a	John Doe	2749328	Male	37	-	-	-	-	-	-	-	-	-	-
390b	Sally Hilter	1234112	Female	13	04/22/XX	Baseball	-	-	-	-	-	-	-	-
390c	Cowboy Joe	1634132	-	-	-	Dog Owner	-	-	-	-	-	-	-	-
390d	Jose Smith	1341311	Male	25	08/29/XX	Wine, Java	Architect	B.S.	50-60K	Boston	-	Hispanic	Catholic	Heterosexual

Current Gift Cluster: ABC

Change Gift Cluster ~383

Buy Gift Cluster For Selected Recipient Now ~385

Figure 3B

Fig. 2B

201 {
203 {

Summary Description
OF Gift Cluster

Shopping Cart:

Work Shopping Cart ▼

203a

Add to shopping cart

203e

OR

205 {
207 {
210 {

Ship to:

John Doe ▼

205a

Buy 1 Now
With 1-Clicksm

205e

☐ Is this a Gift?

205g

Wish lists:

Birthday wish list ▼

207a

Add to wish list

207e

Gift Cluster:

Mom's Birthday Present ▼

212

216

214

Add to gift cluster

218

209 {

Detailed Description
OF Gift Cluster

Search For Gift Clusters

09699244-102700

Name: ~ 302
 ~ 352

Creator: ~ 304
 ~ 354

Category: ~ 306
 ~ 356

Occasion: ~ 308
 ~ 358

Gender: ~ 310
 ~ 360

Age: ~ 312
 ~ 362

Interests: ~ 314
 ~ 364

Maximum Price: ~ 316
 ~ 366

Expiration: ~ 318
 ~ 368

~ 320
 ~ 322

~ 370

Figure 3A

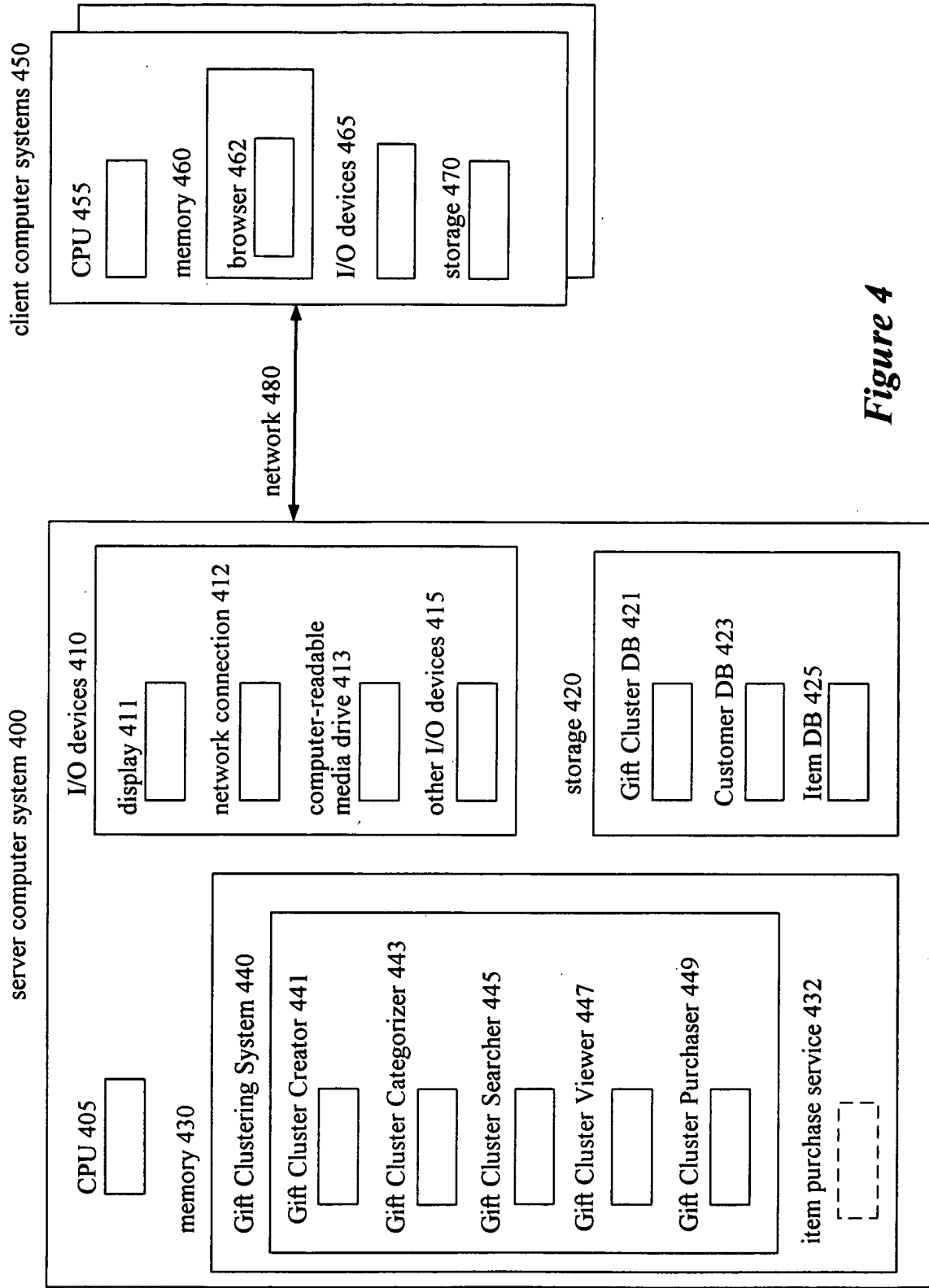
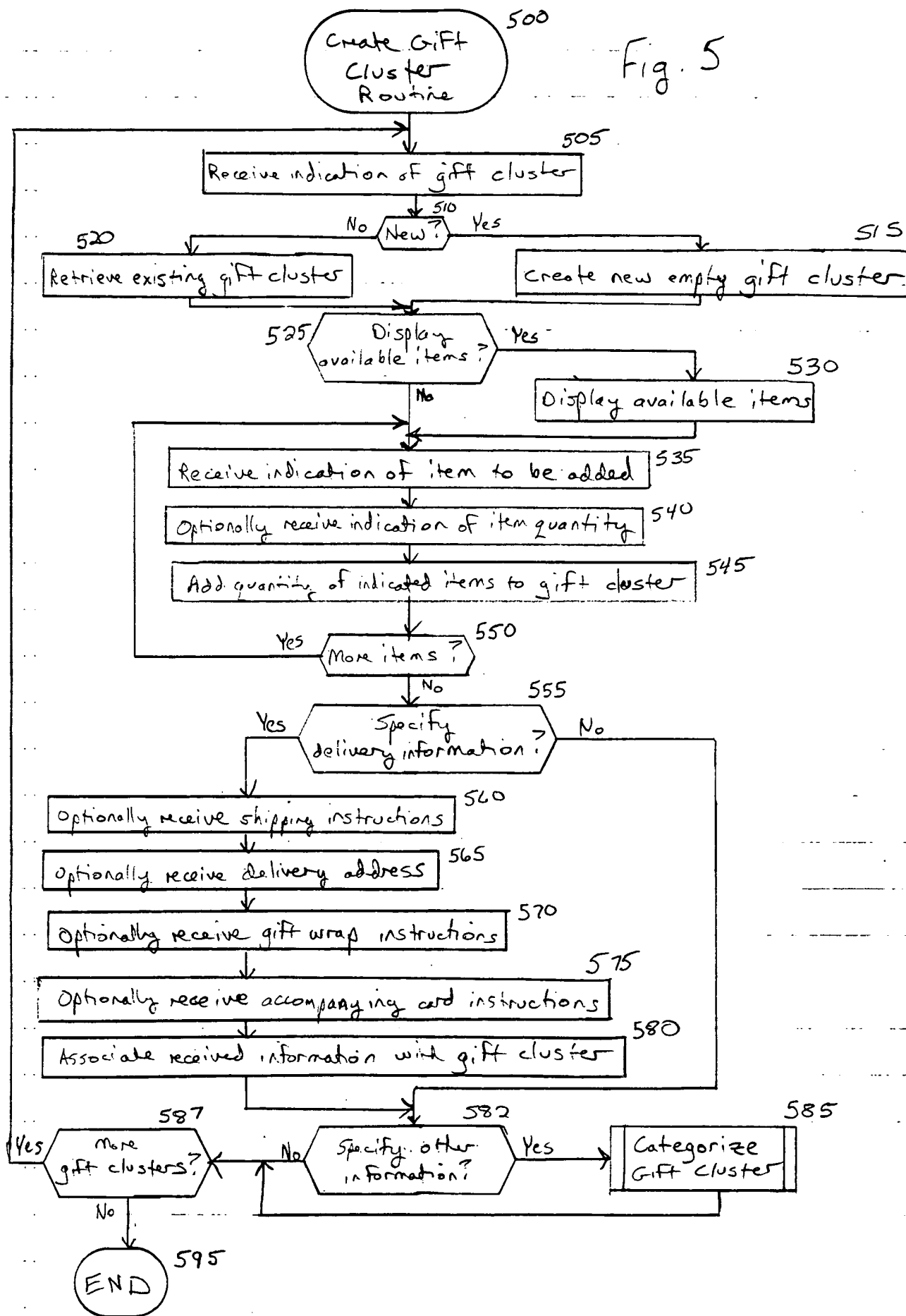


Figure 4



00000000000000000000000000000000

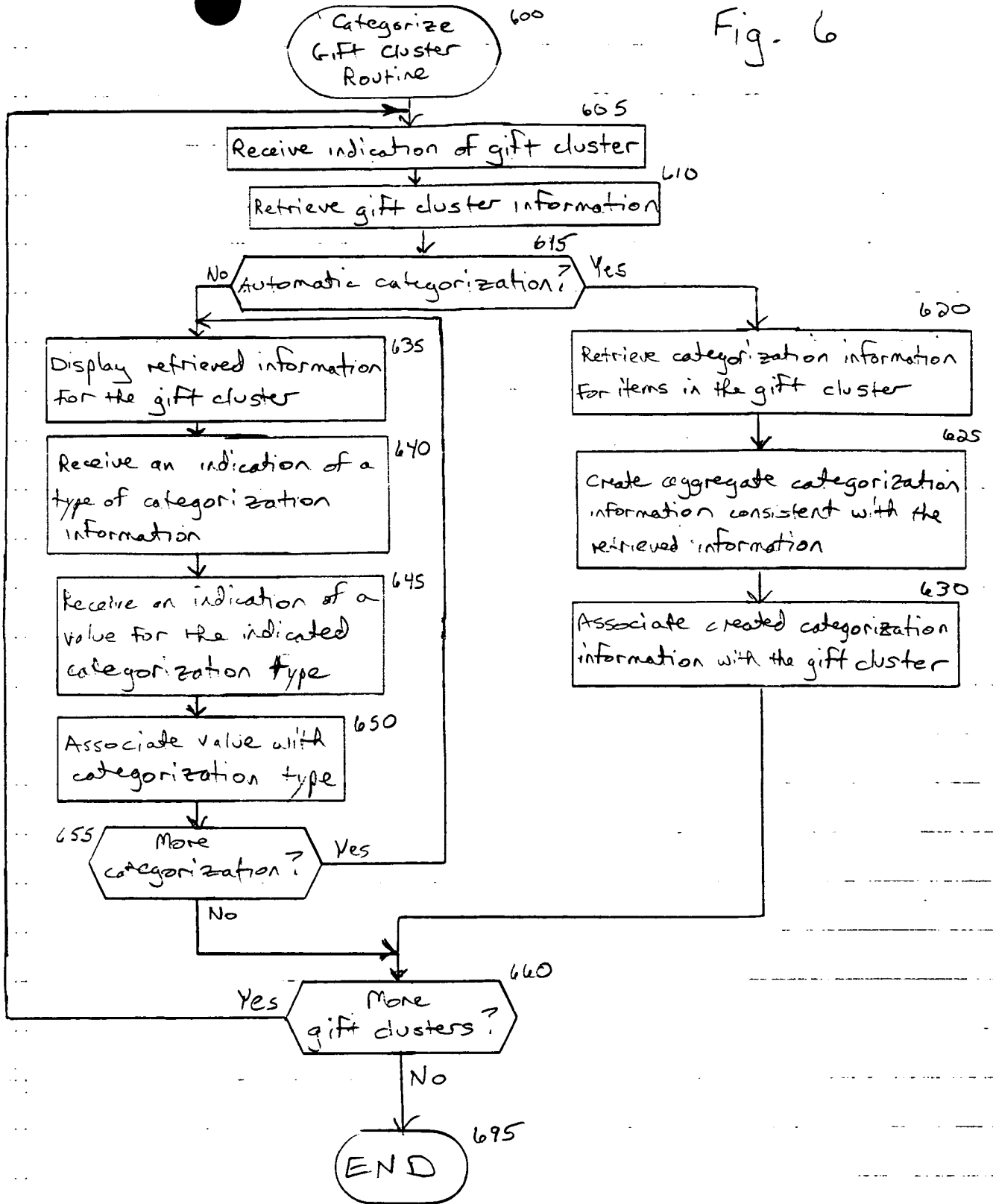
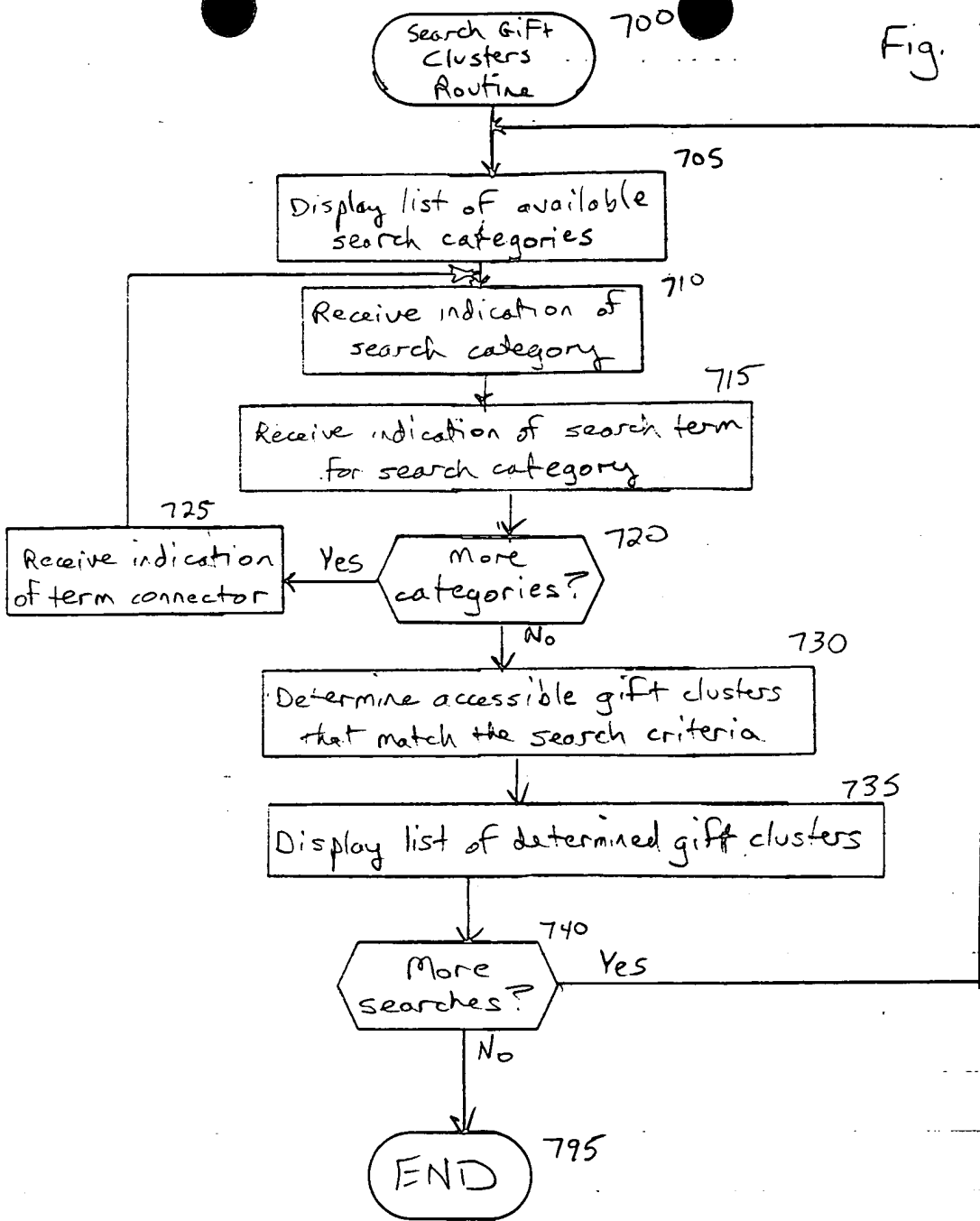
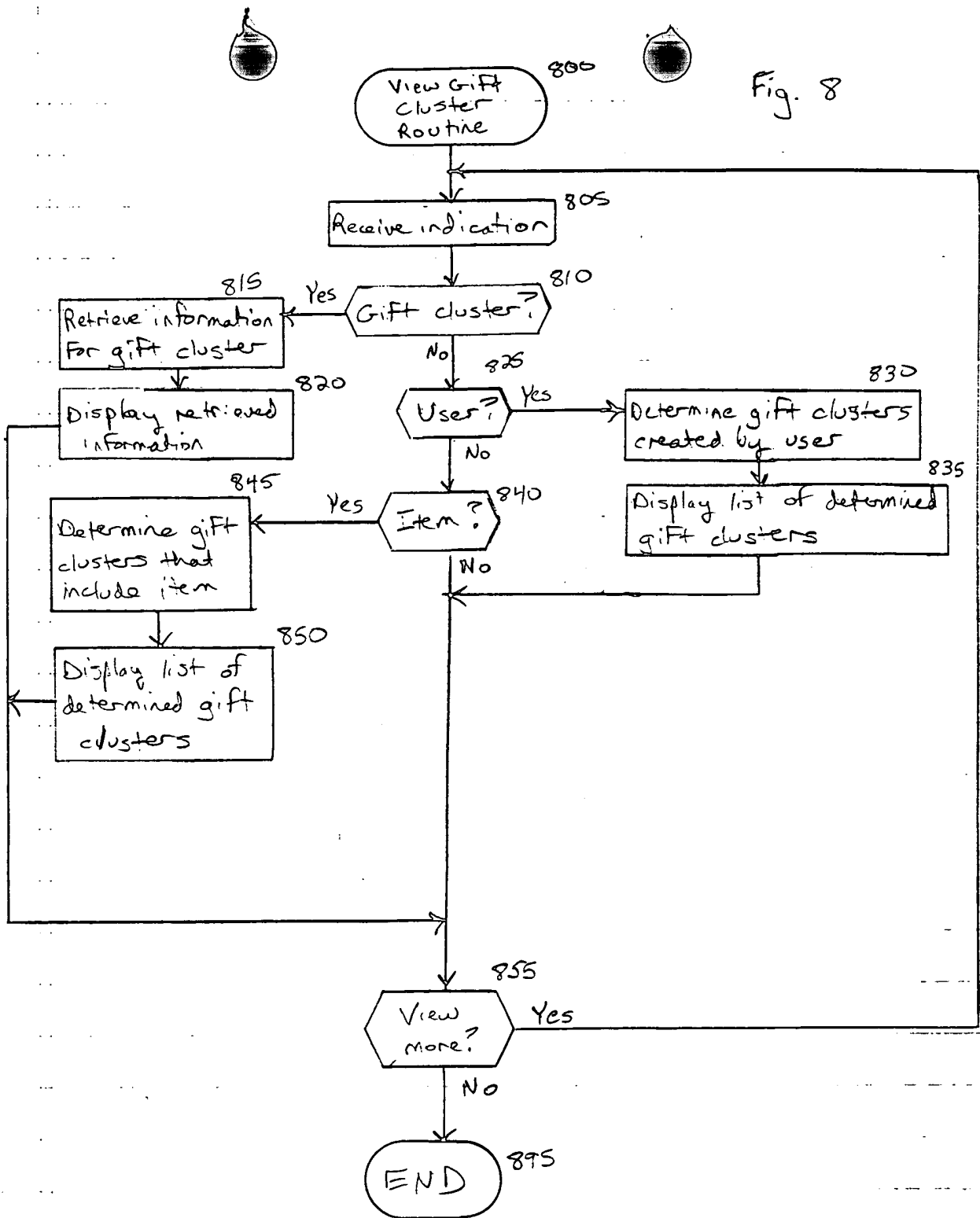


Fig. 7



002207" 44266960

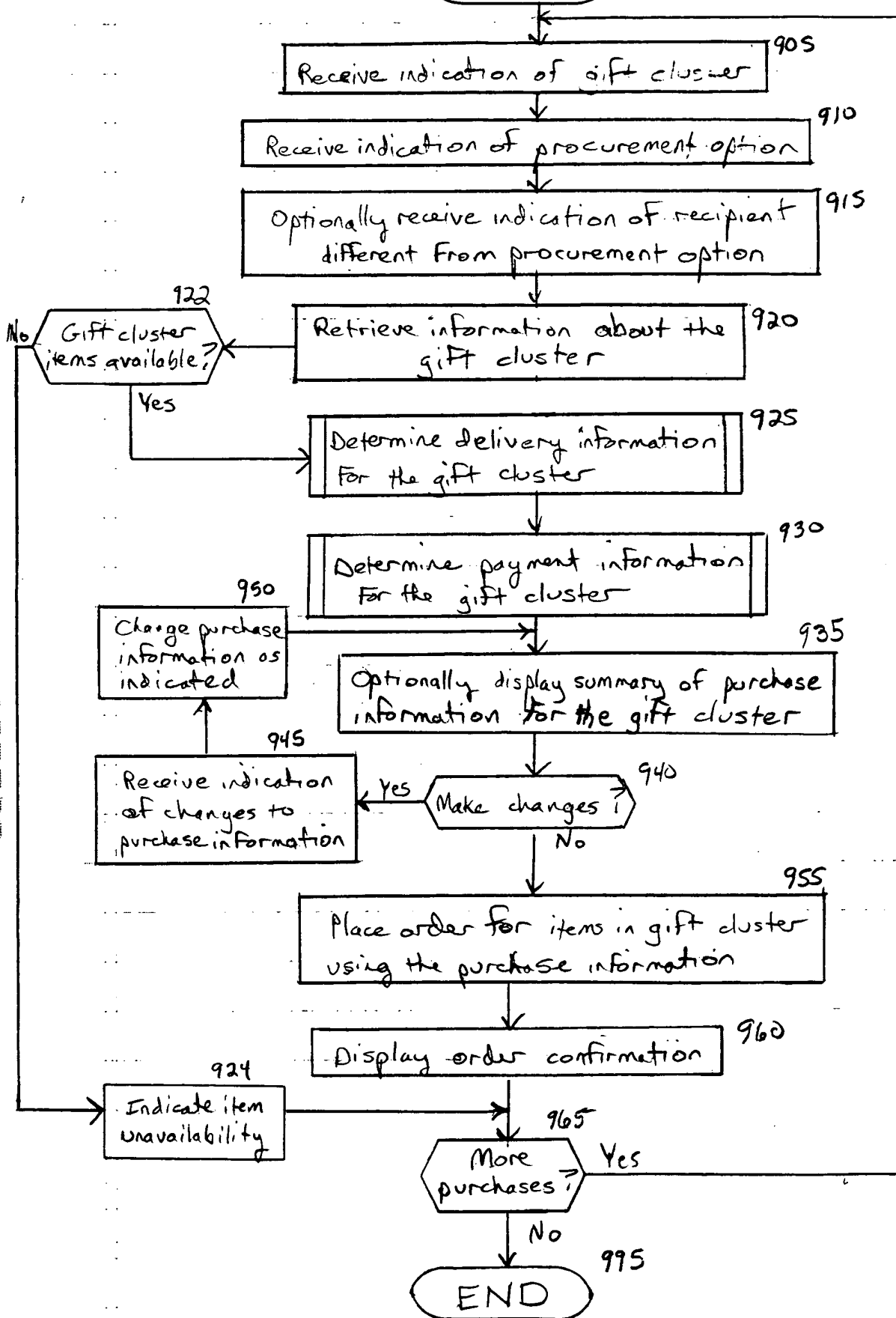
002201-4426560



Order Gift Cluster Routine

900

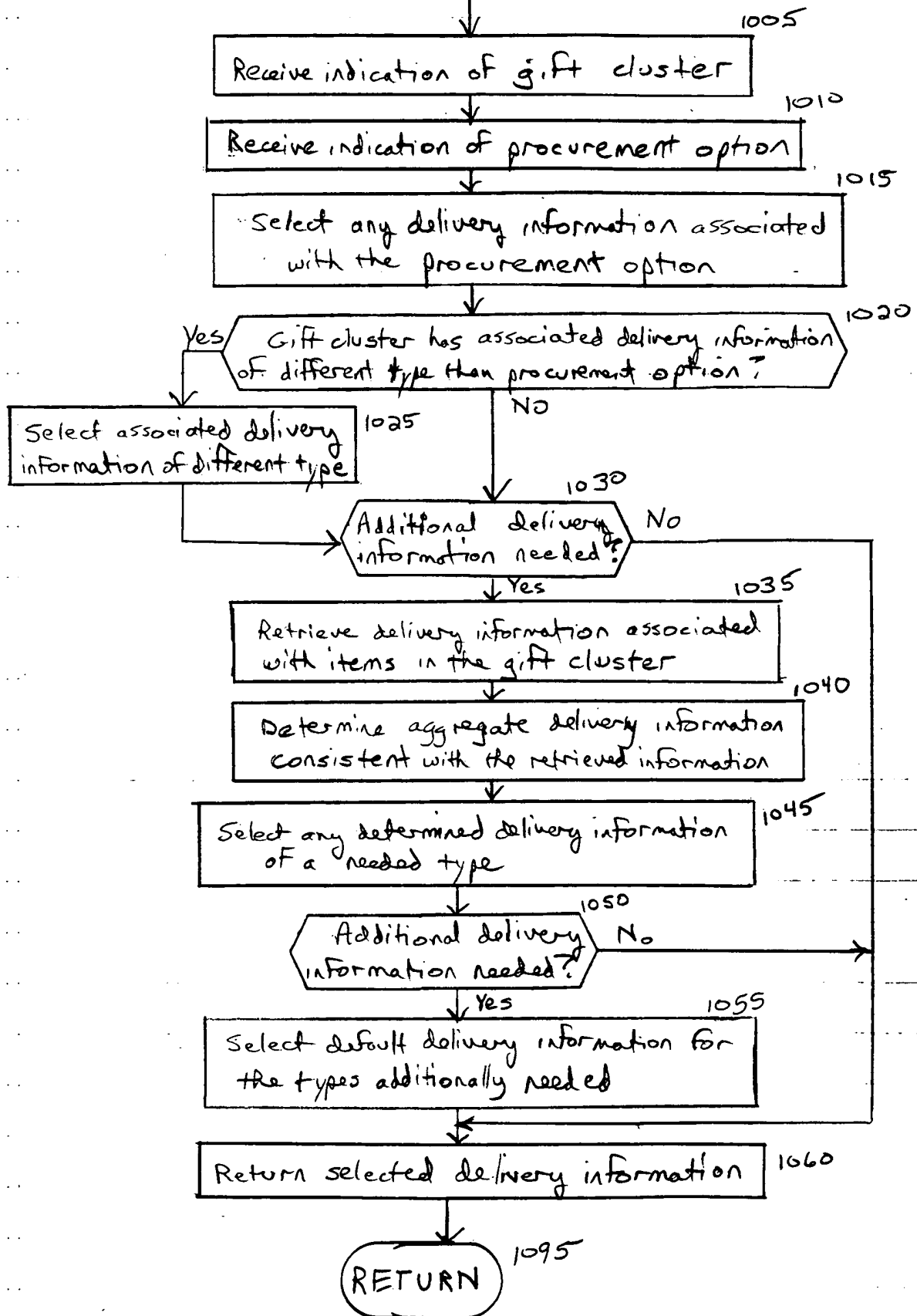
Fig. 9



002201-102700

Determine Delivery
Information For The
Gift Cluster
Subroutine

Fig. 10



00599244-102700

00599244-102700

